



## **Job Description**

**Company:** Counterterrorism Education Learning Lab (CELL)  
**Location:** Denver, CO  
**Position:** Marketing and Communications Manager

### **About the CELL:**

Are you a “wordsmith” who wants to leverage your unparalleled communication skills, team leadership experience, and creative problem-solving talents toward an important cause? The CELL wants to hear from you! The CELL is a nonpartisan, non-profit institute dedicated to providing a comprehensive look at the threat of terrorism and how individuals help prevent it, ultimately enhancing public safety.

Through its acclaimed exhibit, distinguished speaker series, and training programs, the CELL provides an important service in enhancing the safety and security of our nation. Many of the CELL’s initiatives complement the critical efforts set forth by the U.S. Department of Homeland Security (DHS) and have been nationally recognized.

Our collaborative team of purpose-driven, passionate, and innovative professionals are deeply committed to the CELL’s mission: empowering the community through education. We offer a comprehensive benefits package, competitive wages, and a supportive, rewarding, and inspiring work environment.

### **The Job:**

The Marketing and Communications Manager plans, develops, and implements strategies for all marketing and communications for the CELL. This role reports directly to the CEO and leads our growing marketing team, including the management of external marketing agencies and contractors. We are looking for someone who is as excited about leadership as they are about marketing. Success in this role is managing a team that designs, implements, and evaluates marketing campaigns for CELL events and programs. The ideal candidate would also be a person who shares a passion for the CELL’s mission.

### **Responsibilities:**

#### Marketing Campaign Creation and Implementation

- Plan and execute marketing initiatives for CELL programs and events, including print and digital media
- Create written content for branded emails, social media posts and campaigns, offline marketing material, web-based stories, and blogs
- Effectively (publicly and internally) communicate the vision and the core principles of the CELL across a variety of communication platforms
- Oversee all PR-related communications and activity, including press release creation and distribution, media relations, and event public relations
- Review projects across the CELL to ensure proper grammar, accuracy, and meeting of style guidelines

#### Marketing Team Management

- Lead the marketing team, including managing creation and implementation of marketing projects
- Utilize effective talent management practices to attract and retain team members
- Collect and review data to continually improve quality and effectiveness of the CELL’s marketing initiatives
- Effectively interface with and manage outside constituents, consultants, media, and vendors
- Review and provide feedback to team members, including edits on graphic design projects, marketing campaigns, and written materials

#### Market Research

- Perform market research within target communities to better identify audiences and needs
- Utilize research findings to generate leads and maintain consistent reach, awareness, and opportunities for growth in each market
- Develop innovative ways to reach a target demographic in each market to include the use of technological advances, social media, partnership organizations, and advertising



- Create qualified attendance and donor growth opportunities by developing community relations and identifying new partners

**Required Qualifications:**

- 4-year degree, preferably in Marketing, Communications, Advertising, or related field
- Event or non-profit marketing experience strongly preferred
- 3+ years marketing experience with a minimum of 1-3 of those years in leading marketing and/or advertising campaigns, to include online marketing campaigns
- Unparalleled communication, writing, and editing skills required
- Familiarity with the latest trends, best practices, technologies and methodologies in communications and marketing for nonprofit messaging
- A self-starter who can work independently as part of a team
- Strong analytical skills and attention to detail
- Ability to adapt and pick up new techniques
- Experience with marketing management tools such as Constant Contact, Canva, Salesforce, WordPress, etc.

**Hours and Salary**

\$60,000 - \$90,000. The candidate must be available Monday-Friday and may be required to work some evenings and weekends to support program activities. This position affords the ideal candidate the opportunity to work in the office as well as remotely.

**To Apply**

Submit your cover letter and resume at [www.tinyurl.com/ApplyForMI](http://www.tinyurl.com/ApplyForMI). Applications will be accepted on a rolling basis. Every applicant is carefully reviewed; only candidates whose backgrounds most closely complement the requirements of the position will be contacted directly. All applicants will undergo a background check. Pursuant to CDC recommendations, final candidates must be fully vaccinated against Covid-19. The Mizel Institute is an equal opportunity employer.